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COWON receives 'Red Dot Design Awards' for its four products at the same time

- **Four products such as COWON V5 HD, J3, iAUDIO 9 and E2 received 2010 Red Dot Awards**
- **COWON received design awards of world authority consecutively after '2010 iF Design Award'**
- **They are well favored with the ergonomic design focusing practical uses and the emotional style that sets the trend**

March 15, 2010, Seoul – COWON SYSTEM (President Park, Nam Gyu, www.cowon.com) announced that its products such as HD PMP 'COWON V5 HD', 'COWON J3', 'iAUDIO 9' and 'iAUDIO E2' won design awards simultaneously at '2010 Red Dot Design Award'.

Sponsored by Design Zentrum Nordrhein Westfalen of Germany, 'Red Dot Design Award' is one of the three prestigious design awards in the world including 'International Design Excellence Award' of USA and 'iF Design Award' of Germany.

'Red Dot Design Award' is given to the three areas such as product design, communication design and design concepts. Particularly, the product design that COWON won this time is the most competitive area among many global companies every year. A total of 4,252 products from 57 countries competed in '2010 Red Dot Design Award' of this year, and all of COWON products earned the glory of winning design awards.

COWON already received '2010 iF Design Award' of Germany with its premium MP3 'COWON S9' last December and now '2010 Red Dot Design Award.' So it becomes recognized for its excellent design ability of the products in all of the fields on the markets.

With these consecutive international design awards, COWON thinks that the customer-oriented designs for products which express ergonomic design focusing on practical uses into emotional styles were highly regarded.

President Park said, "I am pleased that COWON's products win recognition for the world-best competitiveness even in the design. We will make our leading role secure with continuous launchings of our products leading the global markets, based on the designs that appeal to customers.

On the other hand, 'COWON J3' out of the awarded products is a premium class of slim MP3 player and it will be launched around March of this year.

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